



---

## CITY OF CAMBRIDGE

Community Development Department

---

**IRAM FAROOQ**

*Assistant City Manager for  
Community Development*

**Sandra Clarke**

*Deputy Director  
Chief of Administration*

To: Louis A. DePasquale, City Manager

From: Iram Farooq, Assistant City Manager for Community Development

Re: Policy Order O-1 dated 1/22/2018 regarding patient demographics and other operational information from Sira Naturals medical marijuana dispensary

Date: April 18, 2018

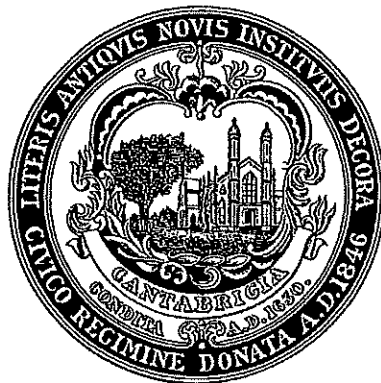
Please find attached a report from Sira Naturals (previously Sage Cannabis Inc.) medical marijuana dispensary located at 1001 Massachusetts Avenue regarding patient demographics and other operational data from the dispensary for the period March 15 – December 31, 2017.

Sira Naturals has also provided the first of three \$25,000 annual payments due to the city under their zoning letter of commitment dated April 4, 2016.



**Registered Marijuana Dispensary Operations  
March 15th – December 31st, 2017**

**Report to the  
*City of Cambridge***





The Honorable City Council  
City of Cambridge  
795 Massachusetts Ave  
Cambridge, MA 02139

Michael Dundas  
Chief Executive Officer  
Sira Naturals, Inc.  
1001 Massachusetts Avenue  
Cambridge, MA 02138

March 12, 2018

In November of 2015, Sira Naturals, Inc. (Sira) petitioned the Cambridge City Council to create a new medical marijuana zoning district that would allow access to patients from across the city. On April 25, 2016, with the generous support of the community in Mid-Cambridge and the trust and vision of the City Council, the Medical Marijuana 3 overlay district was created and Sira Cambridge was born. Sira has since renovated and revitalized a neglected retail space at 1001 Massachusetts Avenue, and built a thriving business that employs nearly 30 people. Most importantly, Sira now provides access to cannabis medicines for all registered patients in Cambridge and its surrounding communities in a safe, compassionate and regulated environment.

In pursuit of its zoning change, Sira met with neighborhood groups and associations and went door to door introducing its team. Sira executives met with the Community Development Department, Traffic, Parking & Transportation, and the Public Health Department. Sira appeared before the Planning Board twice and made four separate appearances before the City Council in the service of bringing the first medical marijuana dispensary to Cambridge.

During the sometimes-heated discussions on the topic of siting a medical cannabis facility, concerns were raised related to public health and safety and the advisability of locating such a facility in the heart of the city. At that time, little was known about the impact of operating a dispensary in an urban area in Massachusetts. In an effort to foster sound public policy related to the municipal impact of cannabis businesses, and in the spirit of openness and community development, Sira pledged to provide the City of Cambridge with certain data from its ongoing operations.

The following report is the fulfillment of that promise. It is the first of its kind in the Commonwealth. The pages that follow describe Sira's operations and the impact that Sira has had on our surrounding community. This report also includes anonymized demographic information about the people who visit the Sira Naturals dispensary.

It is with gratitude and enthusiasm that I present this first Report to the City of Cambridge on Sira Naturals' Registered Marijuana Dispensary Operations. I look forward to continuing to work with the city to make our neighborhoods flourish. I encourage all interested stakeholders to reach out and learn more about what we do.

Michael Dundas  
Chief Executive Officer

## CONTENTS

- Statement of Purpose
- History of Sira Naturals in the City of Cambridge
- Discount Programs
- Patient Process and Data Collection Methods
- Range of Products
- Patient Demographic Data

"SIRA NATURALS has truly raised the bar for a medical cannabis company and dispensary. The facility is **stunning**. The quality is superb, and the staff are truly **professionals**. Sira ushers in a whole new era in medical cannabis. Finally, a company that understands the **healing** potential of this amazing plant and treats it with **respect and dignity**."

~ Patient Review on Facebook

<sup>1</sup> "Marijuana" is a slang term for the dried leaves and flowers of the varieties of the cannabis plant that are rich in delta-9 tetrahydrocannabinol, or "THC" -- the primary psychoactive molecule found in the cannabis plant. Throughout this Report, the scientific term "cannabis" will be used except where the term "marijuana" is contained in a direct quotation or when referencing an official title.

## STATEMENT OF PURPOSE

- The purpose of this Report is to inform the City of Cambridge about the ongoing operations of Sira Naturals, Inc., Cambridge's first Registered Marijuana<sup>1</sup> Dispensary. The medical cannabis industry is highly competitive, and information of the type contained in this Report is not often made public. Sira is providing this information in the spirit of transparency and with the expectation that it will engender a better understanding of the impacts of cannabis facilities in the Commonwealth of Massachusetts. The goal of making this information available is to assist the Cambridge Community Development Department, the Cambridge Planning Board, the Cambridge Health Department, and other city agencies and officials in making appropriate planning decisions regarding the siting and regulation of cannabis facilities.

## HISTORY OF SIRA NATURALS INC. IN THE CITY OF CAMBRIDGE

- SIRA NATURALS is a vertically integrated Registered Marijuana Dispensary (RMD) operating a 5,000-square-foot retail medical cannabis facility at 1001 Massachusetts Avenue in Cambridge. Sira operations are regulated by the Massachusetts Department of Public Health (MDPH) pursuant to M.G.L. Chapter 369, and its implementing regulations at 105 CMR 725.000 et. seq.
- SIRA NATURALS was the first RMD group to propose that the city's original medical marijuana zoning districts were overly restrictive and petitioned for a new district to be created that would provide access to medical cannabis for all residents of the city. After more than a year of outreach and public process, the MMD-3 zoning district was created by the City Council in April 2016.
- SIRA NATURALS renovated a below-grade retail space that had been unoccupied for several years and transformed it into a thriving hub of activity for medical cannabis patients and caregivers. Sira opened its doors to patients on March 15, 2017. Today, the Sira facility employs nearly 30 individuals, and provides access to high quality medical cannabis for all residents of Cambridge and its surrounding communities.

## DISCOUNT PROGRAMS

Unfortunately, despite it's relatively high cost, health insurance carriers have thus far proven unwilling to provide coverage for medical cannabis patients. Sira Naturals has stepped in to provide discount programs for a variety of patients with special circumstances.

### VETERANS DISCOUNT (15%)


Sira believes that veterans should be honored for their service. Research is finally beginning to show what hundreds of thousands of veterans already know: medical cannabis can help veterans in certain situations. We proudly support our Veterans and offer a 15% discount on all products all day, every day.

### PATIENT HARDSHIP (10%)

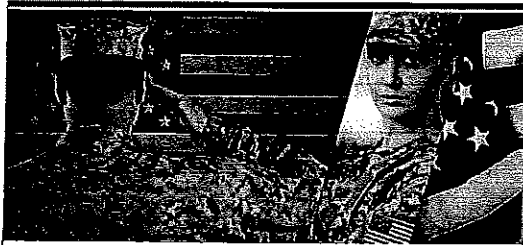
A patient should never go without medicine for lack of financial resources. Sira offers a 10% discount for patients with a demonstrated financial hardship. Moreover, Sira offers individualized "compassion programs" for those who are truly in need.

### SENIOR DISCOUNT (10%)

As more and more seniors become certified for medical cannabis use, Sira believes that cannabis medicine should not take a bite out of older patients' income. Patients 65 years of age and over receive a 10% discount on all medicated products at our Cambridge and Somerville locations.




SIRA **NATURALS**



## VETERAN'S DISCOUNT PROGRAM

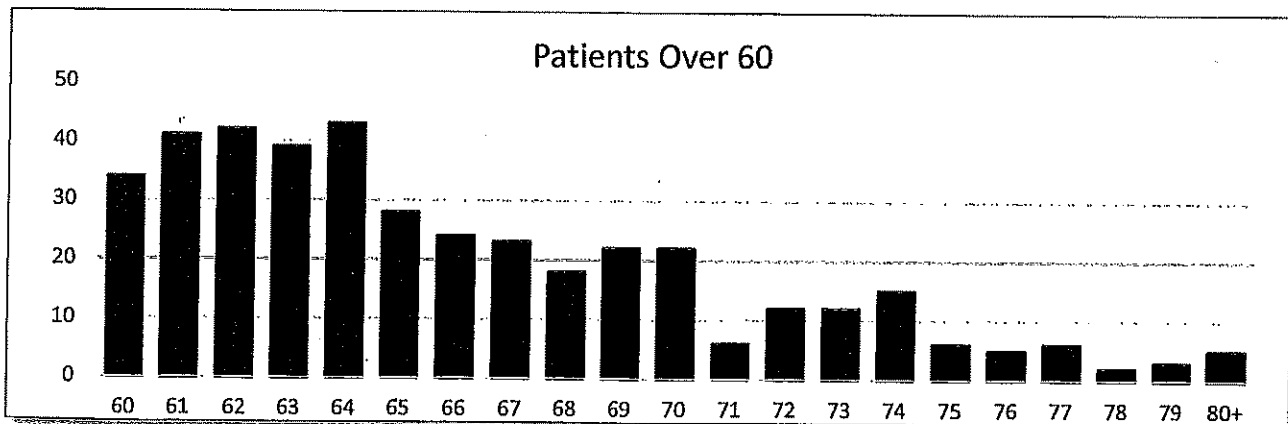
Sira supports and empowers veterans as they reorient to life at home. Whether it's a disability, PTSD, depression, or a different challenge, medical cannabis can often help. Sira recognizes the extraordinary sacrifices made by members of our armed services every single day. That's why Sira offers its Veterans Discount Program 365 days a year, not just on Veteran's Day.



# 15% OFF

**ALL MEDICATED PRODUCTS**  
SHOW YOUR ACTIVE MILITARY ID CARD

**At Sira, every day is Veteran's Day!**



**Our Cambridge dispensary is open Monday – Sunday from 11AM to 9PM and is located at 1001 Massachusetts Ave.**

**Stop by and meet our friendly and knowledgeable Patient Advocates who are happy to guide you through our extensive offerings.**

**SERVICE CALLS BY LAW ENFORCEMENT:**

**0**

**THREATS TO PUBLIC HEALTH AND SAFETY:**

**0**

## **PATIENT PROCESSING & DATA COLLECTION**

- v. For a patient to gain access to the Sira retail facility, they must first obtain a medical cannabis certification from a physician (a) who is registered with the MDPH to write medical cannabis certifications; and (b) with whom the patient has a bona-fide patient-physician relationship. A certification specifies an amount of cannabis medicine a patient may purchase over a certain period of time.
- vi. Once a patient has acquired a certification, they must register with the MDPH Medical Use of Marijuana Program (MMJ Program) and obtain a MMJ Program Identification card. The MDPH captures basic patient demographic data at the time of patient registration and shares that data with RMDs for patient verification purposes.
- vii. When a patient arrives at the Sira Naturals Cambridge facility, they must present their MMJ Program ID and another government-issued photo identification to a Sira dispensary agent who verifies (a) that they are an active registrant in the MMJ program; and (b) that they have an allotment of cannabis medicine remaining on their certification. The Sira dispensary agent does this by logging into the MDPH interoperable database to check the patient's status in real time. Once verified, the patient is admitted to the facility.
- viii. A patient may be denied access to the dispensary under the following conditions:
  1. Patient does not supply additional valid form of identification;
  2. Patient certification is expired;
  3. Patient has reached their maximum dispensable limit;
  4. Patient is a threat to public health and/or safety.
- ix. Upon their first visit, each patient is asked to complete a Patient Acknowledgement form that contains a series of statements related to, among other things, the compliant possession, storage and use of medical cannabis.
- x. Once a patient has completed the acknowledgement form, they are admitted to the dispensary sales floor where they are greeted by a dispensary agent who assesses the patient's needs. A patient is then either consulted regarding the variety of Sira product offerings or moves directly to a sales counter where they are assisted by one of Sira's Patient Advocates. Once a transaction is complete, the patient is directed to exit the facility through a secure exit vestibule.
- xi. Patients are supplied double-seal, child-proof bags for specific edible items.



## RANGE OF PRODUCTS

Sira offers a variety of medical cannabis products including: flower, infused products, high CBD, and micro-dosing products. Our goal is to offer a menu diverse enough to allow for any patient to come to Sira and find a product that works best for them. Gathering first-hand feedback from the patients we serve on an ongoing basis allows us to determine the right product mix and offer the best selection and variety to our patients.

## FLOWER

Cannabis flower is Sira's specialty, and from our flowers all other products are derived. With more than 60 strains in production, Sira currently cultivates the widest selection of flower in the Commonwealth by far. Sira offers sativas, indicas, hybrids in many ratios as well as two sought after high-CBD strains.

## VARIETY OF CBD & THC OPTIONS

A growing body of research indicates that the numerous therapeutic effects of cannabis and cannabis-derived products are a function of the synergistic effects of the various cannabinoids within the plant, the two most well-known of which are THC and CBD. THC is primarily responsible for the psychoactive effects associated with cannabis and is often used to treat chronic pain, insomnia, depression and nausea. CBD on the other hand, produces no psychoactive effects and is reported by patients to possess anxiolytic, antispasmodic and anti-inflammation properties. Different ratios of cannabinoids are more suited to treatment of some conditions than others – by offering strains with varying concentrations/ratios of CBD and THC, patients with different conditions are more likely to find a specific strain or product that offers the best relief for their condition.

## INFUSED PRODUCTS

We've partnered with Zoots, a national leader in the infused-product space, to provide patients with a line of precision-dosed edibles that we produce and package in-house. Not only do we offer Zoots edibles, but we also offer our own line of infused products including Honey Stix, Micro- and Macro-Dose Caramels, infused sugar and tinctures.

## MICRO-DOSING

We pride ourselves on offering a comprehensive list of products to meet the needs of all patients, especially patients unfamiliar or new to medical cannabis. Low or "micro" dose infused options are ideal for patients looking to slowly familiarize themselves with the effects of cannabis. CBD flower strains, concentrates, and edibles also make for a great introduction as they provide therapeutic benefits without the psychoactive effects. We currently offer, micro-dose Caramels, low-dose Zoots edible options, and have micro-dose Honey Stix and micro-dose essential oil tinctures.

## PRECISION DOSING / QUALITY CONTROL

At Sira Naturals, we are committed to the science of feeling better. The ability to perform extensive in-house testing at our production facility, coupled with third-party lab sampling, ensures that all of our products are precisely dosed, contaminant free, and are consistently meeting our high standards of quality. We infuse our edibles with our THC or CBD cannabis oil produced through an organic cane-ethanol extraction method. Using our gas chromatography machine, we are able to test the cannabinoid concentrations of our products through various stages in their life cycle. Our comprehensive, in-house laboratory testing equipment and experienced Quality Assurance staff allow for our products to go through an extra layer of quality control in addition to state-required lab testing. Our state-of-the-art equipment and strict QA protocols, ensure that our products remain consistent through all stages of development and processing.

### PATIENT DEMOGRAPHIC DATA

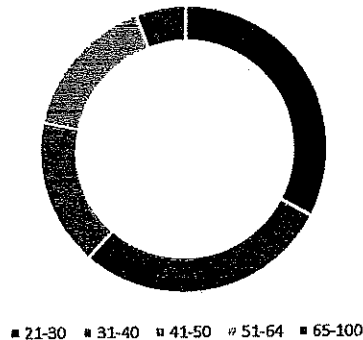
Sira Naturals serves a diverse community of patients having a wide range of ages, backgrounds and conditions. A convenient location, extensive hours and trained Patient Advocates ensures that Sira Naturals meets the needs of all its patients. Our Cambridge location is open from 11AM – 9PM every day. We are open 1-3 hours later than any dispensary in the surrounding 15 miles.

#### AGE RANGE

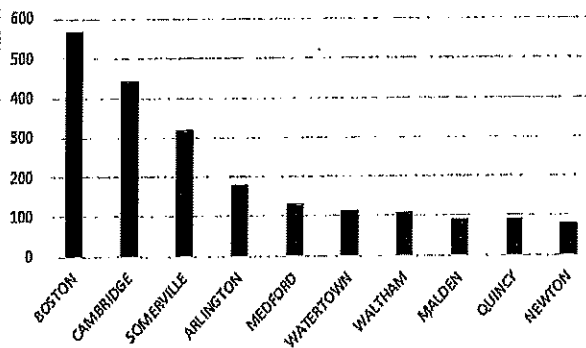
Average Age: 39 years old

Median Age: 35 years old

Patient Age Range



Top 10 Patient Cities or Towns



### WHERE OUR PATIENTS ARE FROM

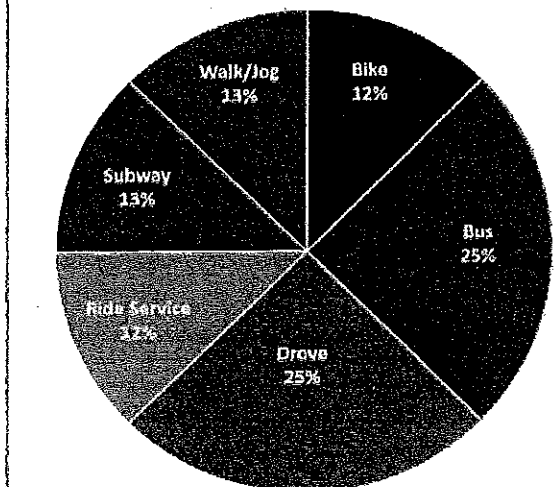
We are proud to have served patients from 297 different towns and cities in Massachusetts since opening in March! The majority of our patients come from the city of Boston and comprise roughly 10% of the total number of patients we serve. With Cambridge a close second, we believe that we are currently serving more than 95% of all registered patients who live in the city of Cambridge. Immediately surrounding communities make up another 20% of our total patient population.

### HOW OUR PATIENTS REACH US

The patients who visit our Cambridge facility arrive in a variety of ways. Almost exactly 25% of our patients arrive by private automobile, while another 25% take the public bus.

While 25% of patients arrive at Sira Naturals Cambridge dispensary under their own power on foot or by bike, the remaining 25% of patients visit by leveraging a Red Line train or a ride service such as Uber or Lyft.

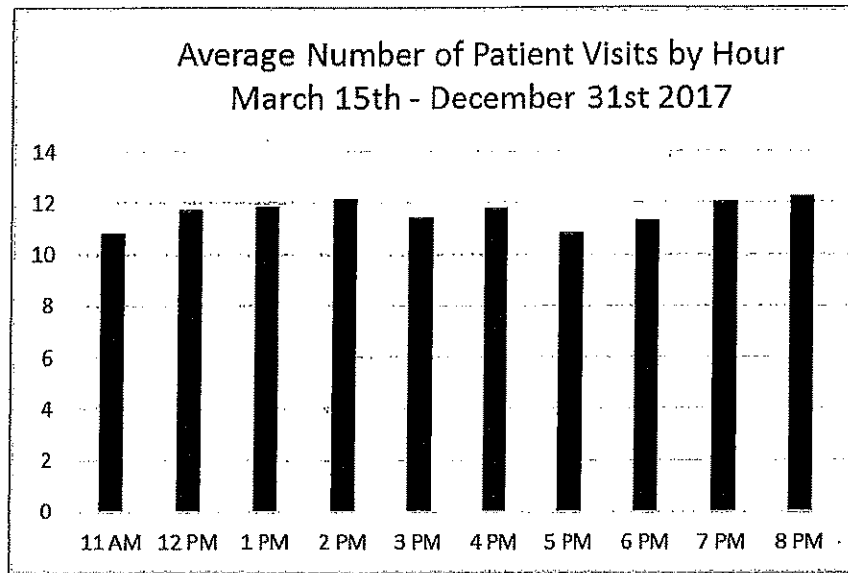
Patient Transportation Preferences





## FREQUENCY OF VISITS

We're proud to offer the patients of Massachusetts a convenient location in the city that's open late and readily accessible by public transportation. Through our standard operational hours of 11AM-9PM, we allow patients seeking medicine the ability to procure it at a time that is convenient for them. As a result of our proactive and consistent messaging to the community regarding our patient intake process, our denial of service figures are not statistically significant. Our peak hours are around 2PM and between 7PM and 8PM. During the weekend, we typically see higher patient traffic after 5:00PM.



The majority of Sira patients visit our dispensary on Friday, Saturday and Sunday. Many of the patients who cannot travel during their typical work week will often visit only on the weekends. Free street parking on Sundays is also an incentive for patients who travel by car to stop in on Sundays.

